

Message Text

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PAGE 01 VALLET 00698 231440Z

46

ACTION EUR-12

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FM AMEMBASSY VALLETTA

TO SECSTATE WASHDC 6237

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UNCLAS VALLETTA 0698

CESDOC FOR CNFS, OMP, BIC/DIBA

E.O. 11652: N/A

TAGS: BPUB, MT

SUBJECT: QUESTIONNAIRE ON COMMERCIAL NEWSLETTER PROGRAM

REF: STATE A-3350, MAY 13, 1975

1. POST ECONOMIC/COMMERCIAL OFFICER, FSO 4 PHILIP E. PENNINGER, AND FSL 2, ALFRED BONELLO.

2. SECTIONS I AND II:

THE EMBASSY DISCONTINUED IN 1974 THE PUBLICATION OF ITS MIMEOGRAPHED BIMONTHLY "COMMERICAL NEWSLETTER, USA". THE TIME AND EXPENSE INVOLVED COULD NOT BE JUSTIFIED IN THE SMALL MARKET REPRESENTED BY MALTA, PARTICULARLY WHEN THE EDITOR OF THE MALTA CHAMBER OF COMMERCE PUBLICATION, "THE COMMERCIAL COURIER", AGREED TO PUBLISH FREE MUCH OF OUR MATERIAL. NO NEWSLETTER PUBLISHED BY ANY OTHER POST IS DISTRIBUTED IN MALTA.

3. SECTION III:

(1) TWO

(2) YES

A. "THE COMMERCIAL COURIER" PUBLISHED EVERY THREE WEEKS BY THE MALTA CHAMBER OF COMMERCE.

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PAGE 02 VALLET 00698 231440Z

B. 1,500

C. VARIOUS ITEMS PREPARED OR SELECTED BY
THE EMBASSY COMMERCIAL SECTION WHICH ARE APPROPRIATE TO
THE PECULIARITIES OF THE MALTESE MARKET.

D. NO

E. NOT APPLICABLE IN VIEW OF THE SMALL AMOUNT
OF INDUSTRY IN MALTA.

(3) AS REFERENCE FOR LOCAL BUSINESSMEN VISITING
EMBASSY'S COMMERCIAL LIBRARY.

(4) YES, IF IT WERE A MEDITERRANEAN REGION. EXPAND-
ED TRADE ITES IN THIS AREA ARE IMPORTANT TO MALTA'S
FUTURE DEVELOPMENT.

(5) A. 5; B. 5; C. 3; D. 4; E. --

(6) THE INDEX SHOULD BE SHOWN ON THE COVER IN THE
MANNER OF "READER'S DIGEST". UNDER NEW PRODUTS,
ESTIMATED DELIVERY TIME SHOULD BE INDICATED WHENEVER
POSSIBLE. SMITH

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NNN

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